ORDER

Order / Rev: 36897 Alt Order #: 08837635 Product Desc: OCEGUERA/CON/DEM

Estimate: 1557

Flight Dates: 08/07/12 - 08/13/12

Original Date / Rev: 08/06/12 / 08/06/12

Order Type: **GENERAL**

KLAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS

National

Agency Name:

GMMB Buying Contact:

Billing Contact:

Maura Gilroy

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

EOM/EOC

00:15:00

Broadcast

Advertiser

Orders

Name:

Oceguera, John CD3

Demographic:

A25-54

Product Codes: PO1 LV1 Priority:

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	11	\$11,500,00	\$9,775.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
August 2012	11	1 \$11,500.00 \$9,775		00.00	
Totals	11	\$11,500,00	\$9.775.00	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$11,500.00		
Market	100%	\$38,333.33		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$9,583.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$1,916.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	8	08/07/12	08/13/12	8 News Now 6a M-	F CM	6-7a	MTWTF	:30	1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
				8 News Now 6a M-	F								
	8 NEV	VS NOW AT	7AM										
	St	tart Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
V	/eek: 08	8/07/12	08/13/12	MTWTF	1	\$1,100.00	0.00						
2	8	08/07/12	08/13/12	CBS This Morning	7-9a CM	7-9a	MTWTF	:30	2	\$900.00LV1	0.00 NM	2	\$1,800.00
				CBS This Morning									

Print Date: 08/06/12 16:45:05 Page 2 of 2

KLAS

Totals

\$11,500.00

11

Order / Rev: Alt Order #:

Flight Dates:

36897 08837635

08/07/12 - 08/13/12

Advertiser:

Estimate:

Oceguera, John CD3

Product Desc:

OCEGUERA/CON/DEM

1557

Ln Ch **Inventory Code** Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start End **Break** Amount **CBS THIS MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/07/12 08/13/12 MTWTF--\$900.00 0.00 08/12/12 08/12/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 1 \$1,200.00LV1 0.00 NM \$1,200.00 3 **CBS News Sunday Morning CBS NEWS SUNDAY MORNING** Spots/Week Rating **Start Date End Date** Weekdays Rate 08/12/12 ----5 Week: 08/06/12 1 \$1,200.00 0.00 \$650.00LV1 08/07/12 08/13/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 0.00 NM 1 \$650.00 8 News Now Noon M-F **8 NEWS NOW AT NOON End Date** Weekdays Spots/Week Rate Rating Start Date MTWTF--Week: 08/07/12 08/13/12 \$650.00 0.00 08/07/12 08/13/12 8 News Now 4p M-F CM 4-5p MTWTF--:30 \$900.00LV1 0.00 NM 2 \$1,800.00 8 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Rating Start Date **End Date Weekdays** Spots/Week Rate MTWTF--\$900.00 Week: 08/07/12 08/13/12 0.00 \$2,500.00 2 \$1,250.00LV1 0.00 NM 08/07/12 08/13/12 8 News Now 5-630p M-FCM 5-630p MTWTE--:30 2 6 8 News Now 5-630p M-F **8 NEWS NOW ROTATION Weekdays** Spots/Week Rating Start Date **End Date** Rate MTWTF--Week: 08/07/12 08/13/12 2 \$1,250.00 0.00 08/07/12 08/13/12 8 News Now 11p M-F CM 11-1135p MTWTF--:30 1 \$1,700.00LV1 0.00 NM \$1,700.00 8 News Now 11p M-F 8 NEWS NOW AT 11PM Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 08/07/12 08/13/12 MTWTF--\$1,700.00 0.00 ----ss :30 \$750.00LV1 0.00 NM \$750.00 08/11/12 08/12/12 8 News Now 11p Sa/SuCM 11-1135P 8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Spots/Week Rating Weekdays Start Date **End Date** Rate ----SS \$750.00 0.00 Week: 08/06/12 08/12/12